

PlayWerx opens mega indoor play space in County

By Elyse Daskko

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"Where your kids can be kids and you can be you."

PlayWerx, a unique indoor mega play structure has opened its doors (and its slides and ball pits) to bring a new play experience to North County kids and their parents.

The 7,500 square foot space houses a 16-foot high structure in bold primary colors with four levels and all kinds of paths to explore. It includes two slides, a swing, floors that flex (and require kids to flex their muscles to stay standing) and a giant ball pit. A special toddler area, with its own slide and ball pit, is separated from the main structure to keep the little ones out of the way of the bigger kids.

"With three children of our own, we frequently found ourselves looking for active play alternatives, birthday party locations and places where the kids could just be kids – but we didn't have to," says Joanne Coval, who founded PlayWerx with her husband Larry. "Why can't the parents enjoy themselves and be comfortable in a way that's meaningful to them? When we couldn't find what we were looking for, we decided to create it."

PlayWerx has the fun that kids are looking for, plus the comfort that parents appreciate. The space features a sophisticated décor with leather couches and chairs arranged in conversation areas, a library corner, free WIFI and a workspace. The gourmet café adds fair trade organic coffee and healthy treats, such as chocolate covered banana ice cream bars and organic pizza to the mix for guilt-free indulgence.

"When we researched the indoor play, family-friendly venues, we realized that there were venues that the kids loved, but the parents just tolerated. That wasn't where we wanted to be, so we set the bar higher and built a space that moms, dads and kids could enjoy," she added.

In addition to regular get-out-of-the-house play days, PlayWerx also offers birthday party space – from complete packages with party hosts, themed decorations, pizza, cake and goody bags to flexible arrangements to fit guest lists (and budgets) of various sizes. And, in response to parents' requests, the private rooms can also be rented out for meetings – with parents working and the kids hard at play.

PlayWerx is located at 6060 Avenida Encinas #B in Carlsbad. The hours of operation are Monday – Friday, 9am – 7pm, Saturday 9 am – 8 pm and Sunday 9 am – 6pm. For additional information, please call 760-804-1600.

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